Listing of Claims (including status and amendments):

1 1. (Currently amended)   In a computing environment, a system for providing a reward to a

2 user of the Internet for desired web site visiting behavior, said system comprising:

3   means located at a first server for loading a first web document over the Internet to a

4 user's computer, said first web document having a hyperlink to a different server for a second

5 web document;

6   means for monitoring at the first server whether said user selects said hyperlink to

7 navigate[[s]] to said second web document;

8   means at said first server responsive to a detection for monitoring whether said user

9 returns to said first document; and

10   means at said first server for providing a reward to said user in response to the user

11 returning to the first web document from the second web document.

1 2.(Original)   The system of Claim 1, further comprising:

2   means for starting a timer in response to the user selecting the hyperlink in the first web

3 document;

4   means for stopping the timer when the user returns to the first web document and

5 determining a timer value; and

- 2 -

6   means for comparing the timer value to a first and a second threshold value, wherein the

7   reward is provided to the user only if the timer value is greater than the first threshold value and

8   smaller than the second threshold value.

1   3. (Original)   The system of Claim 1, wherein the user accesses the first and second web

2   documents on the user's computer which is a client computer, said system further comprising:

3   means for storing a client computer system time in response to the user selectings the

4   hyperlink; and

5   means for calculating a time value for time spent at the second web document by

6   comparing a current client computer system time to the stored client computer system time when

7   the user returns to the first web document, wherein the reward is provided to the user only if the

8   time value is greater than a first threshold value and smaller than a second threshold value.

1   4. (Original)   The system of Claim 3, wherein said means for providing the reward to the user

2   further comprising means for providing positively priced information to the client computer.

1   5. (Original)   The system of Claim 3, wherein the first web document is associated with a server

2   computer and said means for providing the reward further comprises:

3   means for storing unique user identification data on the client computer;

4   means for storing user information required to reward the user on the server computer,

5   the user information being retrievable based on the unique user identification data; and

- 3 -

6   means for providing the unique user identification data to the server computer in response

7   to the user returning to the first web document for retrieval of the user information to effect the

8   reward.

1   6. (Original)   The system of Claim 1, further comprising means for loading program data to the

2   user's computer concurrently with the loading of the first web document, the program data being

3   executable for monitoring the user selecting the hyperlink and returning to the first document and

4   for requesting the reward when the user returns to the first web document.

1   7. (Original)   The system of Claim 2, wherein said first threshold value is a time period

2   necessary for a human user to perceive information provided by the second web document.

1   8. (Original)   The system according to Claim 1, wherein said reward comprises one or more

2   elements from the set of:

3   further information;

4   a music file;

5   a video file;

6   a software product;

7   access to an electronic service;

8   bonus points usable within an e-commerce business; and

- 4 -

9   a cash payment.

1   9. (Original)   The system according to Claim 1, further comprising:

2   means for administrating statistical information after said user returns to said first web

3   document to measure attractiveness of said second web document due to its accessibility through

4   said hyperlink from said first web document.

1   10. (Currently amended)   Computer readable code, loaded in memory for execution on a

2   computer, for providing a reward to a user of the Internet for desired web site visiting behavior,

3   said code comprising:

4   first subprocesses for loading a first web document from a first server over the internet to

5   a user's computer, said first web document having a hyperlink to a second web document located

6   at a second server connected by the internet to the user's computer and the first server;

7   second subprocesses for monitoring whether said user selects the hyperlink to

8   navigate[[s]] to said second web document;

9   third subprocesses for monitoring whether said user returns to receive said first document

10   from said forst server; and

11   fourth subprocesses for providing a reward to said user over the internet from the first

12   server in response to the user returning to the first web document from the second web document.

1   11. (Original) Computer readable code according to Claim 10, further comprising:

2   fifth subprocesses for starting a timer in response to the user selecting the hyperlink in the

3   first web document;

4   sixth subprocesses for stopping the timer when the user returns to the first web document

5   and determining a timer value; and

6   seventh subprocesses for comparing the timer value to a first and a second threshold

7   value, wherein the reward is provided to the user only if the timer value is greater than the first

8   threshold value and smaller than the second threshold value.

1   12. (Original) Computer readable code according to Claim 10, wherein the user accesses the first

2   and second web documents on the user's computer which is a client computer, said code further

3   comprising:

4   eighth subprocesses for storing a client computer system time in response to the user

5   selectings the hyperlink; and

6   ninth subprocesses for calculating a time value for time spent at the second web

7   document by comparing a current client computer system time to the stored client computer

8   system time when the user returns to the first web document, wherein the reward is provided to

9   the user only if the time value is greater than a first threshold value and smaller than a second

10   threshold value.

1   13. (Original) Computer readable code according to Claim 12, wherein said fourth subprocesses

2   further comprises providing positively priced information to the client computer.

- 6 -

1 14. (Original) Computer readable code according to Claim 12, wherein the first web document is

2 associated with a server computer and said fourth subprocesses further comprises:

3 tenth subprocesses for storing unique user identification data on the client computer;

4 eleventh subprocesses for storing user information required to reward the user on the

5 server computer, the user information being retrievable based on the unique user identification

6 data; and

7 twelfth subprocesses for providing the unique user identification data to the server

8 computer in response to the user returning to the first web document for retrieval of the user

9 information to effect the reward.

1 15. (Original) Computer readable code according to Claim 10, further comprising thirteenth

2 subprocesses for loading program data to the user's computer concurrently with the loading of

3 the first web document, the program data being executable for monitoring the user selecting the

4 hyperlink and returning to the first document and for requesting the reward when the user returns

5 to the first web document.

1 16. (Original) Computer readable code according to Claim 11, wherein said first threshold value

2 is a time period necessary for a human user to perceive information provided by the second web

3 document.

1 17. (Original) Computer readable code according to Claim 16, wherein said reward comprises

2 one or more elements from the set of:

3 further information;

- 7 -

4   a music file;

5   a video file;

6   a software product;

7   access to an electronic service;

8   bonus points usable within an e-commerce business; and

9   a cash payment.

1   18. (Original) Computer readable code according to Claim 10, further comprising:

2   fourteenth subprocesses for administrating statistical information after said user returns to
3   said first web document to measure attractiveness of said second web document due to its
4   accessibility through said hyperlink from said first web document.

1   19. (Currently amended)   A computerized method to provide a reward to a user interacting
2   with a computer network, said method comprising the steps of:

3   loading a first document <u>from a first server over the internet</u> onto a network access device
4   of the user in response to a user request to download the first document <u>received at the first</u>
5   <u>server over the computer network,</u> the first document having a hyperlink to a second document
6   <u>on a second server connected to the computer network;</u>

- 8 -

7   determining whether said user selects the hyperlink and navigates to <u>receive</u> said second

8   document <u>over the computer network from the second server</u>;

9   determining whether said user returns to said first document; and

10   providing a reward to said user after said user returns to said first document.

1   20.(Original) The computerized method of Claim 19, further comprising the steps of:

2   if it is determined that the user has returned to the first document, determining an amount

3   of time for the user spent by the user before returning to the first document; and

4   comparing the amount of time to a first threshold value and a second threshold value; and

5   providing the reward only if the amount of time is greater than the first threshold value

6   and smaller than the second threshold value.

1   21. (Original) The computerized method of Claim 19, wherein the user accesses at least one

2   server computer associated with the computer network using the network access device, said

3   method further comprising the steps of:

4   storing unique user identification data on the network access device;

5   storing user information required to reward the user by said <u>first</u> server computer, the user

6   information being retrievable based on the unique user identification data; and

- 9 -

7   providing the unique user identification data to the server computer in response to the

8   user returning to the first document for retrieval of the user information to effect the reward.

1   22. (Original) The computerized method according to Claim 20, wherein said first threshold is a

2   time period necessary for a human user to perceive information provided by the second

3   document.

1   23. (Original) The computerized method according to anyone of Claim 19, wherein said reward

2   comprises one or more elements from the set of:

3   further information;

4   a music file;

5   a video file;

6   a software product;

7   access to an electronic service;

8   bonus points usable within an e-commerce business; and

9   a cash payment.

1   24. (Original) The computerized method according to Claim 19, further comprising the step of:

- 10 -

2   administrating statistical information after said user returns to said first document to

3   measure attractiveness of said second document due to its accessibility through said hyperlink

4   from said first document.

- 11 -